

Capital Campaign Report

The Campaign for a New Millennium

Inside: page 2: The Faculties/Libraries & Special Initiatives; page 3: Donor Roster



Frederick Lowy



Baljit Chadha, Chadha Family Foundation trustee, seated, signing the agreement for the Chadha Family Foundation's Indo-Canadian Awards endowment in June 1999. With him are director of the Office of University Advancement Christopher Hyde, Chadha Family Foundation trustee Roshi Chadha, Balbir Sahni, director of the Concordia Centre for International Cooperation, and Rector Frederick Lowy.

Building Toward A Bright Future

When historians look back at Concordia years from now, they'll agree that the past year was one of the most significant in our history. It was a time when the past met the future: the University celebrated its silver anniversary as well as the successful completion of its largest ever capital campaign, and soon after took the initial steps toward implementing an ambitious building and space plan, one that will change the face and character of Concordia forever.

The year started with a bang, as in September 1999 we launched our 25th anniversary celebrations commemorating the merger of Sir George Williams University and Loyola College in 1974 to form Concordia University. Shortly after, in October, the *Campaign for a New Millennium* came to a spectacular close at the Oscar Peterson Concert Hall when we announced that the University had raised over \$77 million from our generous donors, well exceeding our public goal of \$55 million.

As the year progressed, we watched excitedly as funds pledged from the campaign continued to be put to use in an array of exciting ways, from student awards and endowed chairs to new computer and laboratory facilities and equipment. Your contributions are already making significant differences, allowing us to attract and retain top professors and students and modernize our facilities, positive consequences which will benefit the University for decades to come.

On the subject of the future, the year 2000 saw Concordia set in motion the beginning of the University Space Plan, a two-part blueprint for construction over the next several years of new buildings for all four faculties on both the Sir George and Loyola campuses. These additions will insure that we address the need for additional space and for state-of-the-art facilities in Arts and Science, Fine Arts, Engineering

and Computer Science, and Commerce and Administration — as of November 29, 2000, renamed the John Molson School of Business.

I look to Concordia's future with great excitement as I see the University not only maintain its tradition of facilitating access to university education for a diverse student body but continue to push the boundaries of academic excellence in a variety of fields. Concordia is today — and will be even more so tomorrow — an institution which produces graduates ready to make a difference to our society. This is in great part thanks to initiatives made possible by you, our generous donors. This report highlights some of the many awards and programs that have become a reality through donations to the University by individuals, foundations and corporations. We remain grateful for your generosity and foresight in helping Concordia charge full force into the new millennium.

Frederick Lowy
Rector and Vice-Chancellor

Student scholarships and bursaries: A big step forward

Education begins with students and teachers. This simple truth is sometimes easy to forget. That's why student and teaching support were the top priorities for the *Campaign for a New Millennium*, and donors gave that decision a resounding vote of confidence through their pocketbooks.

Appropriately, the single largest donation to the Campaign was made by the students themselves, who pledged an estimated \$9 million over a 10-year period, to be paid as part of their registration fees beginning in September 1997. From the total amount, 40 percent of the funds will be directed towards Recreation and Athletics, 10 percent will be distributed to student life

initiatives, 20 percent to library collections and 30 percent to scholarships and need-based bursaries, disbursed proportionately to the faculties and graduate and undergraduate students. (The Faculty of Engineering and Computer Science and their students are not part of this program because the Engineering and Computer Science Students' Association pledged their own, separate contribution).

Scholarships and bursaries from endowments have already begun to be conferred, including 18 new undergraduate student awards inaugurated for outstanding Concordia students in 1999-2000. Here's a sampling of these endowments and gifts, and their awards:

- **The Harriet and Abe Gold Endowment**, of \$1 million, provides 10 non-renewable graduate entrance bursaries to the most needy and deserving full-time graduate students in the four faculties.
- **The Miriam Aaron Roland Endowment Fund for Emergency Needs**, of \$50,000, assists full-time students who are experiencing hardship which requires an urgent, financial response.
- **The Mar-Kin Foundation Entrance Bursary Program** will provide complete annual tuition and administrative fees funding for 18 full-time students for three or four years of undergraduate studies in any faculty. The Foundation's contribution for the first year of the Program amounted to over \$13,000.
- **The Chadha Family Foundation's Indo-Canadian Awards**, an endowment of \$250,000 commemorates a century of Sikh and Indo-Canadian presence in Canada and provides support to needy and deserving undergraduate students.

For more information about opportunities for setting up scholarships and bursaries, contact the Office of University Advancement & Alumni Affairs, (514) 848-4856.



The Faculties/Libraries & Special Initiatives

Many of the Capital Campaign gifts to Concordia are earmarked for one of the four faculties or for libraries and special initiatives. Here are a few examples:

Arts and Science

Just as the quality of our students and teaching drives Concordia, the quality of K-to-12 education in our schools will motor the future of our entire society. Looking for ways to allow technology to assist in improving that quality is the goal of a gift to the University by Norshield Financial Group. The Norshield Development Foundation donated \$100,000 to Concordia for a pilot project called "Tomorrow's School Today," a joint effort between Norshield, Apple Canada, the English Montreal School Board, the Quebec Ministry of Education and Concordia's Centre for the Study of Learning and Performance. The project was launched in 1997 at St. Dorothy's Elementary School in Verdun, Que., and is intended to promote professional development for teachers in the area of technology. The five-year project helps teachers learn to integrate classroom computers into the curricula to facilitate both teaching and learning. Norshield hopes to include three other elementary schools in the project in the near future.

For more information about gift opportunities in the Faculty of Arts & Science, contact Lori Abramowitz, Fundraising Officer, (514) 848 4387, loria@vax2.concordia.ca

The John Molson School of Business (Commerce and Administration)

Thanks to alumnus Kenneth Woods, MBA'75 finance students will be able to get hands-on portfolio management training by investing *real money* on the stock market and working in the business environment. Each year a group of undergraduate students, called Calvin Potter Fellows — named after the late Concordia finance professor and Woods's mentor — will be chosen for this non-credit program. In the first year, eight students were selected out of nearly 50 applicants. An endowment set up by Woods through the Theanon Charitable Foundation generates funds annually to be placed in two investment firm accounts for the students to invest. Each student meets regularly with a group of mentors, and every other month they gather with a client committee to go over investment strategy and performance. The students also work summers at investment dealers. According to coordinator and finance professor Abraham Brodt, the program's objective is for the students to interact with professionals and clients in the investment community, thereby receiving hands-on experience to complement the academic training they receive in school.

For more information about gift opportunities in the John Molson School of Business, contact Jerry Tomberlin, Associate Dean, External Affairs & Executive Programs, (514) 848 4145, jtomb@vax2.concordia.ca

Engineering and Computer Science

In the fall of 1999, Concordia's Faculty of Engineering and Computer Science initiated six information technology programs, instantly making it the leader in high-tech education in Quebec. One of those programs was software engineering, the first of its kind in the province. Thanks in part to Ericsson Canada and Bell Canada, the program hit the ground running: Ericsson contributed \$140,000 and Bell contributed \$300,000 to set up new software engineering laboratories, to encourage and support research projects on wireless technologies and to support the software engineering program's initial development. Bell has pledged an additional \$300,000 for research and development. During the course of the year, over 500 students used the new software engineering lab facilities.



Guy Marier, president of Bell Quebec (seated, centre), and Marcel Messier, vice-president of BCE Emergis (centre, standing) present Concordia with their Capital campaign gift, February 1, 1999. Also shown: campaign chair Ronald Corey, Engineering and Computer Science dean Nabil Esmail and Rector Frederick Lowy.



Daniel Langlois' Montreal cinema Excentris was the site of the press conference announcing the Daniel Langlois Foundation's Chair in Digital Technologies and the Fine Arts, March 2, 2000. Pictured above are Langlois, cultural philosopher Hervé Fischer, who was named to the chair, and Concordia graduate and the Foundation's program director, Jean Gagnon, BFA'85.

The high-tech industry has been experiencing tremendous growth, especially in the Montreal area, where the demand for educated high-tech professionals increases 20 percent per year. Concordia is now extremely well placed to produce graduates with the required expertise to help fill this demand, thanks in great part to the support of Ericsson and Bell.

For more information about gift opportunities in the Faculty of Engineering & Computer Science, contact Louise Quesnel, Associate Dean, External Affairs, (514) 848 3072, quesnel@encs.concordia.ca

Fine Arts

Technology may have once had only a subtle role to play in areas outside the hard sciences, but that certainly isn't true in the 21st century. Technology's impact reaches into almost all disciplines, and the fine arts is no exception. Few individuals are more aware of that reality than Daniel Langlois, the founder of Montreal digital software giant SoftImage, a high-tech company which exemplifies the marriage of creativity and technology.

With that in mind, the Daniel Langlois Foundation for Art, Science and Technology contributed \$300,000 to establish the Daniel Langlois Foundation's Chair in Digital Technologies and the Fine Arts. Cultural philosopher Hervé Fischer, named the first chair in March 2000, will promote a cross-pollination of expertise from both the arts and computer science. Fisher hopes to attract the best minds in the field to Concordia, both as students and researchers, and to create a world-class media lab.

For more information about gift opportunities in the Faculty of Fine Arts, contact Philippe Turp, Advancement Officer, (514)848-4688, turp@alcor.concordia.ca

Libraries & Special Initiatives

Paper, in the form of books and journals, continues to be the backbone of Concordia's libraries, and most likely will for some time to come. But, alas, technology has made its presence felt in these hallowed halls as well, in a big way. Technology never comes cheap, especially when you have to constantly update, purchase and subscribe to materials, as any library does. That's why Cinram International Ltd.'s \$100,000 gift to the Concordia libraries will significantly enhance its vital role as a research centre for students, professors and members of the community.

Through the Cinram International Endowment for Electronic Collections and Technologies, the libraries will be able to purchase electronic research tools and related technologies, such as CD-ROMs. These tools will support researchers' capabilities to find information more quickly and thoroughly, helping the libraries and its users keep abreast of the changing world around

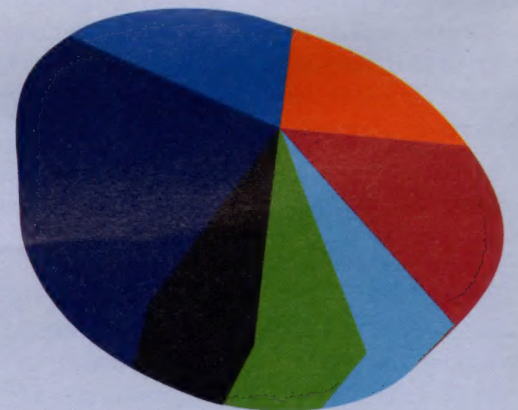
them — changes that Concordia students, faculty, administrators, alumni and friends are playing a major role in creating.

For more information about gift opportunities in the Concordia Libraries, contact Bill Curran, Director, (514) 848 7695, wcurran@alcor.concordia.ca

Gift Designations

Buildings & Facilities	\$18,409,118	23.9%
Student Support*	\$16,560,504	21.5%
Faculties & Departments	\$15,328,094	19.5%
Unrestricted	\$14,480,813	18.8%
Athletics	\$4,390,459	5.7%
Library Collection	\$4,082,357	5.3%
Chairs & Professorships	\$3,774,254	4.9%
Total Raised	\$77,025,599	100.0%

* \$15,407,372 of Student Support is endowed



Gift Sources

Estates, Foundations & Friends	\$27,729,216	36.0%
Alumni	\$24,494,140	31.8%
Corporation	\$14,942,966	19.4%
University Community	\$9,859,277	12.8%
Total Raised	\$77,025,599	100.0%



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